



# News Bulletin



**NUTRITION EDUCATION AND OBESITY PREVENTION BRANCH**

**02/18/2015**

## Updated NEOPB Approved Materials List FFY 2015

An updated Nutrition Education and Obesity Prevention Branch (NEOPB) Approved Materials List has been posted on the NEOPB website. Several new items have been added to the "Curriculum and Lessons" tab. There are new materials for kindergarten and high school ages, as well as the new "MyPlate for My Family" Education Toolkit.

Find the updated **NEOPB Approved Materials List FFY 2015** at:

<http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx>

The link, look under the News, Hot Topics, & Updates section for the materials list.

If you have any questions regarding the Approved Materials List, please contact

[neopbcustomer@cdph.ca.gov](mailto:neopbcustomer@cdph.ca.gov)

## NEOPB Training Resources

Check out [NEOPB Training Resources](#) webpage for the latest training related information and calendar of scheduled [NEOPB events](#) and [TRC Trainings](#).

## NEOPB Ads Receive AVA Digital Award

NEOPB's Join The Movement received a 2015 Gold AVA Digital Award from the Association of Marketing and Communication Professionals. The AVA Digital Awards is an international competition that recognizes excellence by creative professionals. Join the Movement was produced by Runyon Saltzman Einhorn on behalf of NEOPB. You can watch our ads here: <http://www.cdph.ca.gov/programs/cpns/RL/Pages/Media.aspx>

For more information, please contact Carmen Heredia at [Carmen.heredia@cdph.ca.gov](mailto:Carmen.heredia@cdph.ca.gov) or (916) 449-5402.

## LIA SNAP-Ed Forum Information Available

Remember to register for and attend the pre-forum webinars scheduled for 2/20 and 2/27. Registration information is available on the [Forum website](#).

The LIA SNAP-Ed Forum will be hosted at the DoubleTree hotel in Sacramento on March 17-18. The forum agenda, as well as descriptions of each of the breakout sessions, are now available on the Forum website. We encourage all attendees to register and book your hotel rooms as soon as possible! Registration closes on March 9.

Please direct any questions to your Project Officer. We look forward to seeing you there!

# Successful and Noteworthy USDA Evaluation of California SNAP-Ed Programs

The U.S. Department of Agriculture (USDA) publicly and fully endorsed the “Local Health Department Model” at the Exit Conference of its 2015 Management Evaluation (ME) on Thursday, February 5, 2015. This pronouncement, applauding the strength of the service model that the California Department of Public Health (CDPH) implemented for the coordinated provision of SNAP-Ed services at the local level, culminates two years’ of effort involving all of you.

The 2015 review of CDPH’s SNAP-Ed services encompassed on-site visits to 6 local health jurisdictions and desk reviews of two others over a three week period. The results, delivered Thursday afternoon to the California Department of Social Services (CDSS) as the Lead SNAP Agency and CDPH staff, included 7 findings (areas of noncompliance with USDA regulation or Guidance), only one of which is more than minor or easily correctable, 23 observations of areas that could be improved, which, spread among two state departments and eight local ones, averages 2 apiece, not significant (although we will certainly work with each other to improve them) and, finally, 27 accolades and acknowledgement of Noteworthy Initiatives that each and every single SNAP-Ed funded Local Health Department (LHD) should share in as strong reflection of the meaningful work you all do on a daily basis.

At the local level, specific notable LHD strategies and interventions USDA observed and defined as “noteworthy” include:

- Extensive partnership work, including model County Nutrition Action Plans in Santa Clara and San Diego, integrated work with the County Welfare Office in Santa Clara, and two county-wide efforts: Santa Clara SNAP-Ed’s participation in the county-wide Chronic Disease Prevention Model and San Diego’s SNAP-Ed integration with Live Well, San Diego;
- Strategies in the retail food sector and use of CX3 assessment data in Los Angeles;
- Strategies to engage community spokespeople in an effort to bring about positive change, including the Champion Moms Program in Orange County and Promotora programs in Santa Clara and Los Angeles;
- Increasing the number of hydration stations, Certified Farmers’ Markets and dental services in Santa Clara and Tulare;
- Strong collaborative efforts with their respective County’s Department of Social Service Offices in Tulare and Orange counties;
- The Healthy Meals/Healthy Family Project in Orange;
- Program Management SNAP-Ed Tools in Orange County; and
- Strategies for engaging a new generation in obesity prevention efforts, as demonstrated in Glenn-Colusa Counties’ participation in the CSU Chico’s college student internships in nutrition and Los Angeles’ Nutrition Fundamentals staff curriculum in basic nutrition information.

At the state level, CDSS and CDPH received recognition for the following significant efforts:

1. The first-in-the-nation Integrated Work Plan;
2. A Site Change Policy, allowing local implementing agencies (LIAs) to work out where each one will operate without conflict and without state-level interference. USDA commended these first two initiatives for bringing about a complete and positive change in California’s SNAP-Ed culture, from one of silos and conflict to one of integrated work and collaboration;
3. The RE-AIM model for SNAP-Ed program evaluation; and
4. The LHD Model itself.

A “Noteworthy Initiative”, when cited as such by USDA, designates an initiative as a potential Best Practice and includes promotion of the initiative as a model to be emulated by other state SNAP-Ed Programs.

The past two years have been characterized by on-going challenges and transition. Kudos many times over are deservedly passed on to all of you who helped and played a role by:

- Educating colleagues within state and local government, including state and local Department/Offices of Education and CDSS, not to mention peers and superiors within your own Department;
- Becoming an administrative, as well as a program manager by learning to oversee a “grant,” developing “deliverables,” issuing invitations for proposals and managing subcontracts;

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- Working to soothe the sensibilities of those who lost SNAP-Ed funds as part of the transition to the LHD model, continuing to work with them, awarding funds, as feasible and merited, and maintaining relationships throughout the transition;
- Implementing your own program, and in many cases helping and supporting others, as we ramped up and executed grant contracts for 44 new or returning LHDs to provide SNAP-Ed services and activities.

Kudos to those of you who played a role in 2014 by:

- Rising to meet the challenge of a late December 2013 Congressional funding reduction to SNAP-Ed, with nail-biting invoice-tracking for the remainder of that fiscal year;
- Working extremely hard during our 2014 “February Forum” and in the weeks thereafter to bring together your SNAP-Ed colleagues—some of whom had never before met—to implement the nation’s first-ever County Integrated Work Plan for local SNAP-Ed services;
- Transitioning through the end of long-standing relationships with Public Health Institute staff and developing new relationships with Train Resource Centers for training;
- Arranging site visits, responding to questions and searching through files for documentation for three USDA Management Evaluations (MEs) in 21 months. Participating LHDs were Los Angeles (3 MEs); San Diego (2); Santa Clara (2); CSU Chico (for Colusa and Glenn); Kern; Monterey; Orange; Riverside; San Benito; Stanislaus and Tulare counties.

Thank you for providing us, your State NEOPB Team, thoughtful insights, suggestions, feedback and most of all, your time, effort and professionalism, that make supporting you such a pleasure.

Congratulations to each and every one of you, regardless of the length of time you have been a member of our team, because you have contributed to this effort.

With best regards,  
NEOPB Staff



For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Visit [www.CaChampionsForChange.net](http://www.CaChampionsForChange.net) for healthy tips.